

NEW YORK GENIUS OF MUSIC AT LAST TO GET ITS CHANCE

Composers Who Have Lacked
Money or Influence May
Now Win Fame.

S. L. ROTHAPFEL'S OFFER.

Will Produce Compositions
With a Great Orchestra
in a Big Theatre.

Are you a struggling composer of the better class of music? Have you a composition which you believe in your heart is worthy of the world's attention, but which, for lack of your "chance," is lying dormant in your trunk? Have you a great yearning to hear that composition played publicly by a fine orchestra? If you have all these things, there is success and fame at hand for your dependent soul. Opportunity is preparing to knock at your door. Your "chance" is to be put within your reach.

S. L. Rothapfel, who is converting the Victoria Theatre, at Forty-second Street and Seventh Avenue, into a modern film house to be called the Rialto, is the man who is to befriend the struggling composer. He announces that twice a month he will have concerts at the Rialto at which the works of poor composers who have not been able to get their compositions before the music loving public, will be played by the big concert orchestra which is to be a feature of the Rialto's programme. The composers will be put to no expense whatever.

GREAT ORCHESTRA TO RENDER
WORKS OF LOCAL COMPOSERS.

When Mr. Rothapfel opens the theatre about Nov. 1 Hugo Rosenfeld, formerly concert master with the Manhattan Opera Company and later conductor of the Century Opera Company, will be in the orchestra pit leading a body of thirty-five picked musicians. Dr. Albert G. Rosenfeld, the composer, will officiate at the organ, the largest instrument of its kind, by the way, ever made for a theatre. This will be the orchestra that will play the works of the struggling composers. A small admission fee will be charged and the gross receipts will be devoted to charity. A board consisting of prominent musicians will

pass on the compositions submitted before the orchestra gets them. No "cheap stuff" will be accepted. Mr. Rothapfel will request Victor Herbert, Fritz Kreisler, Arturo Toscanini, Dr. Hertz, Walter Damrosch and Godowsky to become members of this board. Mr. Rosenfeld and Prof. Rosenfeld will also serve. The aspiring composer will demonstrate his work to this board. If it is accepted he will be given a sufficient number of rehearsals with the full orchestra, prior to the concert. If he is considered competent to direct the orchestra he may do so.

These morning concerts will be continued twice a month throughout the fall, winter and spring. When the last one has been given the board will decide which composition possessed the most merit, and one struggling musician will be rewarded with a musical scholarship in Europe, given by the Rialto Theatre management.

ALL THAT IS NEEDED IS THE
CHANCE TO MAKE GOOD.

"I believe there are dozens of composers who would develop into wonderfully proficient musicians if they had the chance," said Mr. Rothapfel this morning. "It goes to give them that chance. The offer will be open to aspiring composers in all parts of America, but a slight preference will be given those in New York. There is no reason why this country should not have its own great composers. I'm going to see if I cannot unearth some."

"I want to make the Rialto not only a place of amusement but a vital factor in the life of the community. A theatre can yield either a good or bad influence. I mean that the Rialto shall wield a good influence to the greatest extent possible. I want to make it a centre of music, as well as a place where the best in pictures may be seen. Every concert taken in at the 'composers' concerts will be turned over to any charity. The Evening World may care to name. If it is thought best, a part of the money will be given to the composer."

"There will be no strings on my offer. Any American composer may submit his work. It will make no difference who he is. If he has a meritorious composition he will be accorded the opportunity to hear it played publicly by the best orchestra any theatre in America will have."

Strange as it may seem, Mr. Rothapfel is not a trained musician. He says he knows nothing of the technical side of music, but he has a feeling, however, for interpretation. In other words, he studies the structure in its entirety and not the method of building it.

Incidentally, aspiring vocalists will be given attention by Mr. Rothapfel when the Rialto opens, and those with real talent will be permitted to sing at the "composers' concerts."

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Incidentally, aspiring vocalists will be given attention by Mr. Rothapfel when the Rialto opens, and those with real talent will be permitted to sing at the "composers' concerts."

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

Mr. Rothapfel will announce when he is ready to accept the works of the ambitious composers.

SINGERS, ACTRESSES, FILM STARS AND DANCERS TO BE SEEN HERE NEXT WEEK



NO FOOD FOR 14 DAYS; DENIES ANY HUNGER

Pfeffer Says He Intends to Fast
Month or Two Longer to
Cure Indigestion.

After going without food fourteen days, Jacob Pfeffer at the Hotel Chelsea to-day insisted he was not hungry. Before making this assertion Mr. Pfeffer had been making a round of calls with his wife which required walking several blocks. He professed that even after the walk he was feeling in fine condition.

Mr. Pfeffer is a Philadelphia newspaper man who for many years has been troubled with indigestion. His theory is that by depriving himself of food, he will be cured.

THE BROKEN COIN
by EMERSON HOUGH
PRODUCED BY THE UNIVERSAL FILM MANUFACTURING COMPANY
OWNERS OF THE LEADING MOVING PICTURE THEATRES IN GREAT BRITAIN

STORY OF A FORTUNATE DETAILMENT.
Kitty Gray, a young girl, is the daughter of a poor man who has been killed in the war. She is left alone in the world with only a few shillings to her name. She is taken in by a man who promises her a fortune, but she is left with nothing but a broken coin.

CHAPTER IX.
(Continued.)

NOT his words so much as his manner sent a swift alarm into Kitty Gray's heart. Swiftly she arose and made back as he, warmed somewhat by his wine, advanced toward her, smiling. Her gesture angered him and he stepped forward, but more swiftly. At once Kitty gave voice to a loud cry of terror—the appeal for help—a woman's last weapon of defense. For, even as she did so, she heard the sound of boots on the trail beyond the edge of the forest.

"Heal!" she cried aloud. "A moil!"

Kitty guessed, rather than knew, that Rolsau's uneasiness on her account, had led him to pursue her. Such, indeed was the case. She scarcely had been absent from the house more than a few moments before he also had arisen and made himself ready for the trail. Finding no better moment than the peasant's cart horse, none the less he was able to take the girl's trail and to see where it had blended with that of the horsemen. Following this, somewhat blindly, in the hope that it might lead to some news of her, he now, even as he turned in at the chateau, heard her cry for help. A moment later he was in the opening and had flung himself down and hastened toward the young woman and the stranger who now apparently had given her fright.

"Who are you, man?" demanded Count Sachio, imperiously. "I am Rolsau, of Graboffen, man—one who need not declare himself to you. Your life shall pay for this!"

"Good! Why not now, my friend?" retorted Rolsau calmly. "I have seen men of many sorts before now, but none that I feared. This lady is in my care. She will ride with me, and we will ride to the horses that are on the trail."

Even as he spoke he passed rapidly among the spirited mounts of the little party lately arrived. Two he selected for himself and Kitty. With the others he was busy with a few swift strokes of the short knife he wore. He grinned as he came out from among the horses.

"So, Monsieur Sachio of Graboffen," said he, "you will ride with short girls if you follow us. In truth he had cut a piece out of the skirt of each one of the unused horses."

An instant later he and Kitty were mounted and speeding away. "What manner of people are they in this country?" demanded the girl presently, when they were straightened out on the course of the road which led back to Graboffen.

"I wish I might say that they were better, Mademoiselle," responded that

strange individual. "Let us not talk of it. I wish only that you may be safe out of these adventures before long. Meantime, trust me to be of such service as I may."

CHAPTER X.

WHEN Count Frederick and his accomplice Grahame left their two victims lying helpless in the sandy plain, they themselves made all speed possible back to the capital. In spite of his regret at violence to a woman, exultation at the dark features of Count Frederick.

"Now, Grahame," he exclaimed, "at last we have it!"

"Excellency," rejoined the other, "you have but half the coin. I told you where the two pieces were—where each was. One you have at last, and after some trouble. But the other is still in possession of Michael the King. He may not yield it easily."

"With ease or difficulty, he shall give it up," growled Count Frederick. "We will take it from him if need be."

"But if we don't know where he hid it—how then? Extreme measures sometime defeat themselves, Excellency."

"True enough. Let us get to the palace as soon as we can. I'll see Michael himself to the royal palace of Graboffen they fared on, fast as might be. There was no difficulty in securing admission, for the Count Frederick was well known at the palace, almost as the King himself. Presently he pushed himself in at the door, almost as he was announced. He went to the room of the King—high-ceilinged apartment richly decorated by artists recently from Paris, who, by the way, had not yet been paid."

"Ah, well, my friend—you have come from travels, perhaps?" King Michael II. looked with a certain disapproval upon Count Frederick's dusty clothes.

"I have had no time to arrange myself in proper courtesy. My errand is urgent. But I fancy you cannot guess it."

"Not in the least. It could not be that you wish to ask me again what you asked me the last time you came here—about the broken coin?"

"Yes, precisely that."

"Why, then?"

"Your Majesty has promised me some little thing in reward for a certain service which I was able to render not long ago. It was rude of me to remind of that—but suddenly there came up a need for some little trinket—some jewel—some oddity. Your Majesty, I wish it for a lady, and my jeweller told me he could make of this broken coin."

"There is a woman in it?" The puffy eyes of the King showed interest now.

"To be sure—there is always a woman."

"Why not then a pearl, a sapphire, a diamond perhaps? Take as you like." He waved an indifferent pudgy hand toward a cabinet.

"Michael the Second keeps all his promises."

"But why not the coin, Your Majesty?"

"(To Be Continued.)"

"DOLLARS and SENSE"

By H. J. Barrett.

REPORTS FROM THE RE-
TAIL FIRING LINE.

For merciless competition probably nothing surpasses the degree of rivalry existing between the department stores of the smaller cities. Here the battle is waged out in the open with no chance of the issue being obscured by the presence of a multitude of establishments.

In a certain city of some 50,000 inhabitants, two stores were recognized as leaders. Marshall owned one and Cutler the other. And each lay awake at night seeking a method of getting the drop on his competitor.

Through the rival's establishment, noting prices, qualities, etc., and constantly employees were being approached with bribes for the disclosure of their store's policies.

For a long time Cutler was puzzled as to how Marshall managed to invariably defeat him in the publishing of rainy day ads. If a rain came on at P. M., Marshall's ad, pushing raincoats, rubbers, umbrellas, etc., appeared in the evening paper.

To complete a department store ad, requires time. Cutler's ad, seldom appeared until the following morning. Finally the latter discovered that Marshall kept his rainy day copy set up in the composing rooms of the local dailies. When the rain came, it was a simple matter to phone "run the rainy day ad." When Cutler learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table. "When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook. For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

"We'll do it," said Marshall. And he learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table.

"When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook.

For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

"We'll do it," said Marshall. And he learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table.

"When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook.

For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

"We'll do it," said Marshall. And he learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table.

"When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook.

For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

"We'll do it," said Marshall. And he learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table.

"When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook.

For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

"We'll do it," said Marshall. And he learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table.

"When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook.

For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

"We'll do it," said Marshall. And he learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table.

"When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook.

For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

"We'll do it," said Marshall. And he learned of this he of course promptly followed suit. So Marshall lost this advantage.

"Double crossed!" ejaculated Marshall, one morning as he picked up the paper at the breakfast table.

"When we brought this up at the meeting of the Merchants' Association last week, Cutler voted 'No' with the rest of us. Now he gets the credit for altruism—and if I follow his lead, it will look as though he had forced me to."

And Marshall in a dudgion went out in the kitchen and fired the cook.

For the notice which had met his eye was Cutler's announcement of a Saturday half holiday for his employees to apply during July and August.

"What shall we do to meet this body blow?" inquired Marshall of his general manager as he entered the office an hour later.

"Well, we can't follow suit, that's certain," was the answer. "We'll have to make our employees some equivalent concession; then go after Cutler's Saturday business hammer and tongs."

"Let's make Saturday a bargain day that will be famous. Thus we'll pull a lot of Cutler's customers in here, and keep them, too. When he sees us mobbed every Saturday afternoon all summer he won't feel quite so chipper as he does this morning."

</